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## NOTICE OF ALLOWANCE AND FEE(S) DUE

80548 7590 05/03/2010

FLIESLER MEYER LLP  
650 CALIFORNIA STREET  
14TH FLOOR  
SAN FRANCISCO, CA 94108

EXAMINER

TRAN, TUNYETLENT

ART UNIT

PAPER NUMBER

2179

DATE MAILED: 05/03/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/786,627	02/25/2004	Christopher E. Bales	ORACL-01381US0-SRM/KRL	3071
TITLE OF INVENTION: SYSTEMS AND METHODS FOR PERSONALIZING A PORTAL				

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	08/03/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. **PROSECUTION ON THE MERITS IS CLOSED.** THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN **THREE MONTHS** FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. **THIS STATUTORY PERIOD CANNOT BE EXTENDED.** SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

## HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER:** Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

# **PART B - FEE(S) TRANSMITTAL**

**Complete and send this form, together with applicable fee(s), to:** Mail **Mail Stop ISSUE FEE**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**  
 or Fax **(571)-273-2885**

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

80548 7590 05/03/2010  
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**SAN FRANCISCO, CA 94108**

## **Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10786.627 02/25/2004

Christopher E. Bales

ORACL-01381US0-SRM/KRL

3071

TITLE OF INVENTION: SYSTEMS AND METHODS FOR PERSONALIZING A PORTAL

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	08/03/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
TRAN, TUYETLIEN T	2179	715-742000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.  
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 \_\_\_\_\_  
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 \_\_\_\_\_  
 3 \_\_\_\_\_

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee  
☐ Publication Fee (No small entity discount permitted)  
☐ Advance Order - # of Copies \_\_\_\_\_

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.  
☐ Payment by credit card. Form PTO-2038 is attached.  
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number \_\_\_\_\_ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Typed or printed name \_\_\_\_\_ Registration No. \_\_\_\_\_

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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EXAMINER

TRAN, TUNETLENT

ART UNIT

PAPER NUMBER

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DATE MAILED: 05/03/2010

## Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 780 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 780 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

**Notice of Allowability****Application No.**

10/786,627

**Applicant(s)**

BALES ET AL.

**Examiner**

TUYETLIEN T. TRAN

**Art Unit**

2179

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 1/14/10.
2. ☒ The allowed claim(s) is/are 1-13, 33-45 and 50-62.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some\* c) ☐ None of the:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.  
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached  
1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.  
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 3/16/10
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_.

**EXAMINER'S AMENDMENT**

1. This action is responsive to the following communication: the Amendment filed on 1/14/10.

**Continued Examination Under 37 CFR 1.114**

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 1/14/10 has been entered.

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Examiner's interpretation of the term "**storage medium**": For the purpose of claims interpretation, the examiner interprets the term "any type of media or device suitable for storing instruction and/or data" in Applicant's specification paragraph [0065] to include only non-transitory media or device suitable for storing instruction and/or data.

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3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Kuriran (Ted) Liu (Reg. No. 60,039) on 4/23/10 and 4/26/10.

The application has been amended as follows:

**In the Specification:**

Please replace paragraph [0005] with new paragraph shown below.

**[0005]** SYSTEMS AND METHODS FOR PORTAL AND WEB SERVER ADMINISTRATION, U.S. Application No. 10/786,742, Inventors: Christopher E. Bales, et al., filed on February 25, 2004. (~~Attorney's Docket No. BEAS-1371US1~~)

Please replace paragraph [0006] with new paragraph shown below.

**[0006]** SYSTEMS AND METHODS FOR NAVIGATING A GRAPHICAL HIERARCHY, U.S. Application No. 10/786,749, Inventors: Christopher E. Bales, et al., filed on February 25, 2004. (~~Attorney's Docket No. BEAS-1372US0~~)

Please replace paragraph [0007] with new paragraph shown below.

**[0007]** SYSTEMS AND METHODS FOR CONTEXT-SENSITIVE EDITING, U.S. Application No. 10/786,752, Inventors: Christopher E. Bales, et al., filed on February 25, 2004. (~~Attorney's Docket No. BEAS-1373US0~~)

Please replace paragraph [0008] with new paragraph shown below.

**[0008]** SYSTEMS AND METHODS FOR AN EXTENSIBLE ADMINISTRATION TOOL, U.S. Application No. 10/786,761, Inventors: Richard Mousseau, filed on February 25, 2004. (~~Attorney's Docket No. BEAS-1376US0~~)

Please replace paragraph [0009] with new paragraph shown below.

**[0009]** CONTENT MINING FOR VIRTUAL CONTENT REPOSITORIES, U.S. Application No. 10/772,625, Inventors: Gregory Smith, et al., filed on February 5, 2004. (~~Attorney's Docket No. BEAS-1483US0~~)

**In the Claims:**

Please amend Claims 1, 33, and 50, and cancel Claim 75, as shown below.

**Claim 1.** A computer-implemented interactive tool that can configure a portal, comprising:

- a microprocessor that is capable of running a plurality of user interfaces;
- a first user interface, of the plurality of user interfaces, operable to manage the portal, wherein the portal contains at least one portlet to display one or more contents of a plurality of contents in a content repository;
- a second user interface, of the plurality of user interfaces, operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality of content selectors, wherein the content selector hierarchy allows the at least one portlet to be associated with a selected content selector from the plurality of content selectors, and wherein each content selector of the plurality of content selectors, when selected, can cause different content to be displayed on the at least one portlet based on evaluation of personalization rules for each said content selector, wherein the personalization rules for each said content selector contain natural language phrases that are editable using a context-sensitive editor, wherein the context-sensitive editor allows a user to change any pre-selected highlighted phrase in the personalization rules, wherein at least one personalization rule for at least one said content selector contains two highlighted natural language phrases that can be changed by a user, wherein one said highlighted natural language phrase is a value phase that can be selected to change user segments, and wherein another said highlighted natural language phrase can be changed to alter the relationship between a visitor and the value phase.

**Claim 33.** (Currently Amended) A method for configuring a portal, comprising:

providing a first user interface operable to manage the portal, wherein the portal contains at least one portlet to display one or more contents of a plurality of contents in a content repository;

providing a second user interface operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality of content selectors, wherein the content selector hierarchy allows the at least one portlet to be associated with a selected content selector from the plurality of content selectors, and wherein each content selector of the plurality of content selectors, when selected, can cause different content to be displayed on the at least one portlet based on evaluation of personalization rules for each said content selector, wherein the personalization rules for each said content selector contain natural language phrases that are editable using a context-sensitive editor, wherein the context-sensitive editor allows a user to change any pre-selected highlighted phrase in the personalization rules, wherein at least one personalization rule for at least one said content selector contains two highlighted natural language phrases that can be changed by a user, wherein one said highlighted natural language phrase is a value phase that can be selected to change user segments, and wherein another said highlighted natural language phrase can be changed to alter the relationship between a visitor and the value phase.

**Claim 50.** (Currently Amended) A ~~machine-readable~~ storage medium having instructions stored thereon that when executed by a processor cause a system to:

provide a first user interface operable to manage the portal, wherein the portal contains at least one portlet to display one or more content of a plurality of contents in a content repository;

provide a second user interface operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality



of content selectors, wherein the content selector hierarchy allows the at least one portlet [[is]] to be associated with a selected content selector from the plurality of content selectors, and wherein each content selector of the plurality of content selectors, when selected, can cause different content to be displayed on the at least one portlet based on dynamic evaluation of personalization rules, wherein the personalization rules for each said content selector contain natural language phrases that are editable using a context-sensitive editor, wherein the context-sensitive editor allows a user to change any pre-selected highlighted phrase in the personalization rules, wherein at least one personalization rule for at least one said content selector contains two highlighted natural language phrases that can be changed by a user, wherein one said highlighted natural language phrase is a value phase that can be selected to change user segments, and wherein another said highlighted natural language phrase can be changed to alter the relationship between a visitor and the value phase.

**For claims 51-62:** please change “**The machine readable medium**” to “**The storage medium**”.

**Claim 75.** (Canceled).

#### **Allowable Subject Matter**

4. Claims 1-13, 33-45, 50-62 are allowed.

The following is an examiner's statement of reasons for allowance:

Independent claims 1, 33 and 50, when considered as a whole, is allowable over the prior art of record. Specifically, prior art of record fail to clearly teach or fairly suggest the following limitation:

- wherein each content selector of the plurality of content selectors, when selected, can cause different content to be displayed on the at least one portlet based on evaluation of personalization rules for each said content selector, wherein the personalization rules for each said content selector contain natural language phrases that are editable using a context-sensitive editor, wherein the context-sensitive editor allows a user to change any pre-selected highlighted phrase in the personalization rules, wherein at least one personalization rule for at least one said content selector contains two highlighted natural language phrases that can be changed by a user, wherein one said highlighted natural language phrase is a value phase that can be selected
- to change user segments, and wherein another said highlighted natural language phrase can be changed to alter the relationship between a visitor and the value phase.

The dependent claims further add limitations to the allowable subject matter of the corresponding independent claims; thus are also allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Inquiry**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TuyetLien (Lien) T. Tran whose telephone number is 571-270-1033. The examiner can normally be reached on Mon-Friday: 7:30 - 5:00, off on alternating Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on 571-272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/TuyetLien T Tran/  
Examiner, Art Unit 2179

/Weilun Lo/  
Supervisory Patent Examiner, Art Unit 2179